

May 22, 1970

Mr. Frank Wardlaw,
University of Texas Press,
Austin, Texas.

Dear Frank:-

For some weeks I have been intending to pass on a few thoughts about my book. A letter from Dave day before yesterday makes me realize I should get busy on my typewriter. He tells me that the book is averaging 130 copies per month. I think we should be doing much better than this. I realize that a University Press does not have the promotion nor advertising facilities that commercial publishers do. Your prestige is valuable and means a great deal to me. I am wondering ^{how can} if there are not distributors who could do a great deal for us? I do not know who distributes the Sierra Club books, but they are selling in really large numbers and are more expensive books than mine. Isn't this something to consider? I have not found that my book has done very well in the East. It should, for right now the Indian is "in" as the saying goes. Many magazines in the last month or two have had good or interesting articles. I have always been very disappointed that there has not been a review in the Saturday Review. Of course, Win Schott was planning to do this. But Alas! That was not to be. It seems to me a good add in the Saturday Review would pay for itself quickly. Right now is the time, was people coming this way for trips, etc. Do give all this some thought.

Then there is the matter of Europe. There is great interest in Europe in the American Indian. A few weeks ago, Vincent Price and his wife were here for a meeting of the National Arts and Crafts Board, (Indian). Neither one of them had seen the book, both most enthusiastic about it. Mrs. Price asked me particularly if it was being distributed in Europe. Her comment, "You should sell a great many copies over there". When I combine all the many things I hear, I feel that we are somehow missing the boat.

I have often wondered if you ever knew about the color proofs. I am sure that I wrote you that I was very unhappy about most of them. A very able color man

here went over those with me and we marked the needed corrections which were all a matter of ink balance. Your color printers sent up one (only) set of corrected proofs which were really very good. I O.K.ed them, and returned them.[#] But as there was only one set, I have nothing now to show, though they should still have those corrected proofs. I do have my duplicate set of the original proofs marked with the corrections needed.

of corrected proofs.

According to an earlier letter from you, you will be considering a second printing before long. I sincerely hope that I will be allowed to come down to go over all this at the time of reprinting. I did not say anything at the time of publication about the color because it was too late to do anything about it, but I am counting on adequate corrections for a second printing.

Please give all these points your consideration and I do hope that something can be worked out on all of them.

My very best wishes to Mrs. Wardlaw and to all your staff,

Most sincerely

* It looked as though they did not change the ink on the presses at all, for the present pages are just about the same as the original proofs.

as written.

here went over those with me and we marked the needed corrections which were all a matter of ink adjustment. The color printers sent up one set of corrected proofs which were really very good. These I O.K.ed and returned, but as they sent only one set I now have nothing to should but they should still have this corrected set. It looked as though they did not change the ink on the presses at all, for the present pages are just about the same as the original proofs.

According to an earlier letter from you, you will be going to a second printing before long. I sincerely hope that we can have the color properly corrected. I will come down to go over this with the printers when the time comes. It can easily be done. From the world of photography, I have had nothing but criticism on the color reproductions; the black and white have saved the day. I did not say anything about the color at the time of publication because there was nothing to do about it then, but for a second printing I am counting on these corrections.

Do give all these points your consideration and I hope that they will all work out for our mutual benefit.

My very best wishes to Mrs. Wardlaw, and to all of your staff,

Most sincerely